JOURNEY
AN Unforgettable Evening
IN SUPPORT OF Alzheimer Society
WEDNESDAY | NOVEMBER 6 | 2019
REBEL | TORONTO
Every single day, the Alzheimer Society comes face to face with the realities of lives touched by dementia. It can, at times, seem tremendously overwhelming – for the one who is diagnosed and the many who care for that individual.

We invite you to take this Journey with us on an Unforgettable Evening benefiting the Alzheimer Society on Wednesday November 6, 2019 at REBEL in downtown Toronto.

The Alzheimer Society has been committed to caregivers and those they love and support. Navigating the dementia journey begins from the very first moment a person connects with us. Together, we help caregivers and the person living with dementia find their way through the complex health system, learn about dementia, develop a care plan, evaluate progress, and link them to the many services offered through the community and our Society.

With a fast-aging population, the Alzheimer Society is poised for growth and innovation as we strive to meet the ever-increasing demand for our services. Currently there are over half a million Canadians living with dementia an additional 1.5 million will be diagnosed by 2031.

Your contribution will assist us in achieving our mission to alleviate the personal and social consequences of Alzheimer’s disease and other dementias and to support research.

As a charitable organization, we hope to have your continued support this year through sponsorship, table or ticket purchases, in-kind donations or by simply making a tax-deductible contribution towards the evening’s fundraising efforts. On behalf of the Board of Directors and staff we thank you in advance for your generosity.
PRESENTING SPONSOR
$100,000

- Designated Presenting Sponsor
- Your logo on media wall (step and repeat)
- Two (2) tables of ten (10)
- Preferred seating in the dining room
- Your logo and company website recognized on Alzheimer Society of Toronto website
- Your logo on all printed promotional material
- Two-page ad in event program
- Your company included in event press releases and pre event media
- Your company spokesperson to make remarks during evening program
- Your company listed in the multimedia presentation
- Corporate recognition on your tables
- Four (4) social media mentions pre, during, or post event
- Right to use trademarks in association with the Alzheimer Society Unforgettable Evening to promote your support for one year
- Recognition in Alzheimer Society of Toronto Annual Report

NAVIGATE | to plan and direct the route or course of a ship, aircraft, or other form of transportation, especially by using instruments or maps.
CARE | the provision of what is necessary for the health, welfare, maintenance, and protection of someone or something.

**DINNER - SOLD**

**RECEPTION SPONSOR**

$50,000

- Designated Dinner or Reception Sponsor
- Your logo on media wall (step and repeat)
- One (1) table of ten (10)
- Preferred seating in the dining room
- Designated signage in dining room or reception
- Your logo and company website recognized on Alzheimer Society of Toronto website
- Your logo on select printed promotional material
- Full-page ad in event program
- Your company recognized by event emcee
- Your company listed in the multimedia presentation
- Corporate recognition on your table
- Two (2) social media mentions pre, during, or post event
- Right to use trademarks in association with the Alzheimer Society Unforgettable Evening and promote your support for one year
- Recognition in Alzheimer Society of Toronto Annual Report
**ENTERTAINMENT OR MEDIA SPONSOR**

**$30,000**

- Designated Entertainment or Media Sponsor
- One table of ten (10)
- Preferred seating in the dining room
- Your logo on Alzheimer Society of Toronto website
- Your logo on select printed promotional material
- Half-page ad in event program
- Company mentioned by emcee when entertainment is announced
- Your company listed in the multimedia presentation
- Corporate recognition on your table
- One (1) social media mention pre, during, or post event
- Right to use trademarks in association with the Alzheimer Society Unforgettable Evening and promote your support for one year
- Recognition in Alzheimer Society of Toronto Annual Report

**GUIDE** | a person who advises or shows the way to others that helps someone to form an opinion or make a decision or calculation.
• Designated Valet, Red Carpet or Registration Sponsor
• One table of ten (10)
• Preferred seating in the dining room
• Designated signage at valet, on red carpet or at registration
• Your logo on Alzheimer Society of Toronto website
• Your logo on select printed promotional material
• Quarter-page ad in event program
• Company mentioned by emcee during evening program
• Your company listed in the multimedia presentation
• Corporate recognition on your table
• One (1) social media mention pre, during, or post event
• Right to use trademarks in association with the Alzheimer Society Unforgettable Evening and promote your support for one year
• Recognition in Alzheimer Society of Toronto Annual Report

PROVIDE | to make available for use; equip or supply someone with something useful or necessary.

RED CARPET - SOLD

VALET - SOLD

REGISTRATION SPONSOR
$20,000

• Designated Valet, Red Carpet or Registration Sponsor
• One table of ten (10)
• Preferred seating in the dining room
• Designated signage at valet, on red carpet or at registration
• Your logo on Alzheimer Society of Toronto website
• Your logo on select printed promotional material
• Quarter-page ad in event program
• Company mentioned by emcee during evening program
• Your company listed in the multimedia presentation
• Corporate recognition on your table
• One (1) social media mention pre, during, or post event
• Right to use trademarks in association with the Alzheimer Society Unforgettable Evening and promote your support for one year
• Recognition in Alzheimer Society of Toronto Annual Report
Program Sponsor

$15,000

• Designated Program Sponsor
• One table of ten (10)
• Your logo on Alzheimer Society of Toronto website
• Your logo on select printed promotional material
• Quarter-page ad in event program
• Your company listed in the multimedia presentation
• Corporate recognition at your table
• One (1) social media mention pre, during, or post event
• Right to use trademarks in association with the Alzheimer Society Unforgettable Evening and promote your support for one year
• Recognition in Alzheimer Society of Toronto Annual Report

Visionary | (a person) thinking about or planning the future with imagination or wisdom
| TABLE PURCHASER       | $8,000 | • One table of ten (10)  
|                     |       | • Your company listed in the multimedia presentation  
|                     |       | • Corporate recognition on your table  
|                     |       | • Recognition on Alzheimer Society of Toronto website  
|                     |       | • Recognition in Alzheimer Society of Toronto Annual Report  

| INDIVIDUAL TICKETS    | $850  | • Your personal ticket(s) to JOIN THE JOURNEY  

ENCOURAGE | to give support, confidence, or hope (to someone).
For more information, please contact

Darlene Norris  
Chief Development Officer  
416-847-2955  
dnorris@alz.to

Christine Mulligan  
Corporate Partnerships Officer  
416-640-6308  
cmulligan@alz.to

Arlene Willis  
Corporate Partnerships Officer  
416-640-6311  
awillis@alz.to

Alzheimer Society  
www.alz.to